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SOUTHWEST GAS CORPORATION RECEIVED

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Donald L. Soderberg, Vice President/Pricing

AZ CORP COMMISSION
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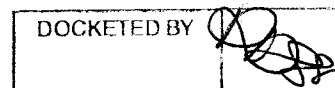
March 1, 2012

Arizona Corporation Commission

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MAR - 2 2012

Docket Control
Arizona Corporation Commission
1200 West Washington Street
Phoenix, AZ 85007-2996



Re: **Docket No. G-01551A-10-0458; Decision No. 72723**

Pursuant to the Settlement Agreement in Section 3.31, of the Commission's Opinion and Order in the above referenced docket, Southwest Gas Corporation (Southwest Gas) hereby provides a proposed customer outreach and education plan. The plan outlines how Southwest Gas proposes to increase customer education and understanding of decoupling, as well as the benefits of Energy Efficiency and Renewable Energy Resource Technologies.

Respectfully submitted,

SOUTHWEST GAS CORPORATION

By: _____

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c Steve Olea, ACC
Bob Gray, ACC
Brian Bozzo, ACC Compliance
Jodi Jerich, RUCO

Southwest Gas Corporation
Proposed Customer Outreach and Education Plan Regarding Decoupling
Docket No. G-01551A-10-0458

Purpose:

The purpose of this communication plan is to increase customer education and understanding of decoupling, as well as the benefits of Energy Efficiency and Renewable Energy Resource Technologies (EE and RET) in order to achieve the 6% energy savings goal from the Arizona Corporation Commission's (ACC) 2010 Policy Statement.

Goals:

The goal of the plan is to provide consistent key messages that describe in easy-to-understand language what decoupling is and how it enables Southwest Gas to help its customers achieve greater energy efficiency through increased conservation methods. Additional goals include the promotion of the company's EE and RET programs and increased employee awareness of decoupling to enable employees to work effectively with customers to achieve the common energy efficiency goal.

Objectives:

- Distribute key messages about decoupling and energy efficiency.
- Enhance and maintain the customer website to offer additional information about decoupling.
- Create a variety of communications that clarify the concept of decoupling and the important benefits of EE and RET.
- Utilize various methods of communication.
- Promote EE and RET and the associated rebate programs to increase customer participation, which will in turn increase customer benefits.

Primary Audience:

Decoupling information and education efforts will be targeted to all Southwest Gas customer classes that participate in the decoupling mechanism.

Suggested Topics for Key Messages:

- Emphasize efficient use of energy
- Describe Southwest Gas' portfolio of approved EE and RET programs, customer benefits, and available rebates
- Describe decoupling in easy-to-understand language. For example,
 - What is Decoupling?
 - Decoupling is a modernization of Southwest Gas' rate structure that allows the company to work with our customers to achieve energy efficiency savings and still recover the cost of operating the gas system.

Tools/Tactics:

The proposed tools used to implement the education plan are detailed on Attachment 1.

Arizona Decoupling Education Plan Tactics/Tools

Email

- News release (**December 2011**)
- Stand alone e-blast to AZ customers (**February 2012**)

Website

- Update online PPT to reflect new rates and approved decoupling measure
- Add brochure and any other developed materials to the web
- News Bulletin w/news release
- Create rates/decoupling video for website

Social media

- Facebook/Twitter posts (i.e. – learn about new SWG rates/decoupling at swgas.com) – (**January 2012**)

Bill inserts & messages

- Bill message for AZ customers only (i.e. – learn about new SWG rates at swgas.com) – (**January 2012**)
- Bill insert (**January 2012**: rate change notification; **February 2012**: decoupling; **others** per timeline)

Other mailings

- Direct mailing to customers – (**February 2012**)

Advertisements

- Print and radio advertisements about EE programs, with a reference to decoupling (**Throughout year**)
- Advertising through HOA Newsletters (**Throughout year**)

Internal communication

- AZ Newsline (**January 2012**)
- Talking points to call center representatives (**December 2011**)

Other

- On-hold messages
- Texting
- Conduct Focus Groups
- Provide decoupling materials to settlement parties for distribution

Timelines for External Communications:

Direct customer communications will be focused during the winter months when gas usage is highest.

December 2011/1st Quarter 2012

News Release (December 2011)

Bill Insert

Facebook/Twitter posts (beginning late-December 2011)

Update/Augment website information (beginning late-December 2011)

E-mail communications

2nd Quarter 2012

Advertising through HOA newsletters

Radio/Print advertisements

Facebook/Twitter posts

Update/Augment website information (as necessary)

E-mail communications (as necessary)

4th Quarter 2012

Bill Insert

Facebook/Twitter posts

Update/Augment website information (as necessary)

E-mail communications (as necessary)

On-Going/Continuing Efforts

On-hold messages

Facebook/Twitter posts

Update/Augment website information

E-mail communications

Timelines for Internal Communications:**December 2011/1st through 4th Quarters 2012**

Talking Points for Customer Assistance employees and media relations employees (December 2011)

Decoupling articles in employee publications

Retractable Banners

Brochures/Flyers

Advertorials

Outreach Activities